

U.S. Travel Association



U.S. TRAVEL
ASSOCIATION

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Mission

To increase travel to and within the United States.



Vision

To be the leading force that grows and sustains travel and ensures the freedom to travel. Through our efforts, travel is understood as essential to the economy, security, image and well-being of the U.S. and travelers.



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Positioning Statement

The unique national organization that leverages the collective strength of all who benefit from travel to grow their business beyond what they could do individually.



An Industry Speaking with One Voice



Strategic Priorities

Connect

Industry players to
network, learn, build business,
align on common issues

Promote

U.S. domestic and inbound
international travel

Advocate

In support of favorable
travel / travel-related policies

Research



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Reasons to Believe

- Embraces / supports 19 segments. Unifies industry on key issues and achieves more than individual organizations could on their own.
- The authority on travel.
- Actively educates government to create travel-friendly policies that benefit business and the consumer.
- Networking / educational forums bring industry members together to enhance collective knowledge and effectiveness; develop new business opportunities.
- International inbound and domestic travel development efforts drive increased travel and revenue.



U.S. Travel Association's Key Priorities

- 'Grow the Pie'
- Unify The Industry
- Influence Public Policy
- Create a Partnership with Government
- Improve Travel Facilitation
- Travel as an Economic Engine
- Voice of the Traveler



Over 1,700 Members!



- Three primary categories
 - Travel Services Providers, Destinations, Allied and Affiliates
- Nineteen different industry segments:
 - 398 Accommodations and Food Services
 - 215 Attractions
 - 49 Associations
 - 425 Destination Marketing Organizations
 - 6 Government Agencies
 - 53 State & Tourism Offices/Territories
 - 5 Regional State Organizations
 - 66 Transportation
 - 34 Advertising Agencies
 - 8 Travel Distribution Networks
 - 50 Consulting & Research Firms
 - 5 Financial Institutions
 - 15 International Promotion Organizations
 - 43 Print Media
 - 36 Universities/Libraries
 - 48 Travel Related Goods/Services
 - 4 Airports
 - 172 Travel Packagers
 - 17 Casino Organizations



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2009 TIA Domestic Events



- Travel Distribution and e-Business conference and trade show



- The travel industry's premier international marketplace and the largest generator of Visit USA travel



- Premier learning and knowledge-sharing forum for U.S. destination marketing professionals



- Unifying event for travel industry to guide federal policies favorable to travel and tourism



- The industry's annual educational forum research and marketing conference



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Connect: Engaging, Empowering and Informing Members

**Produce
Relevant,
Timely and
Frequent
Data**

**Energize
and Organize
Member
Outreach**

**Provide
Actionable
Communications**

**Launch
Destination
Leadership
Forum**

**Expand and
Leverage
Member
Involvement**

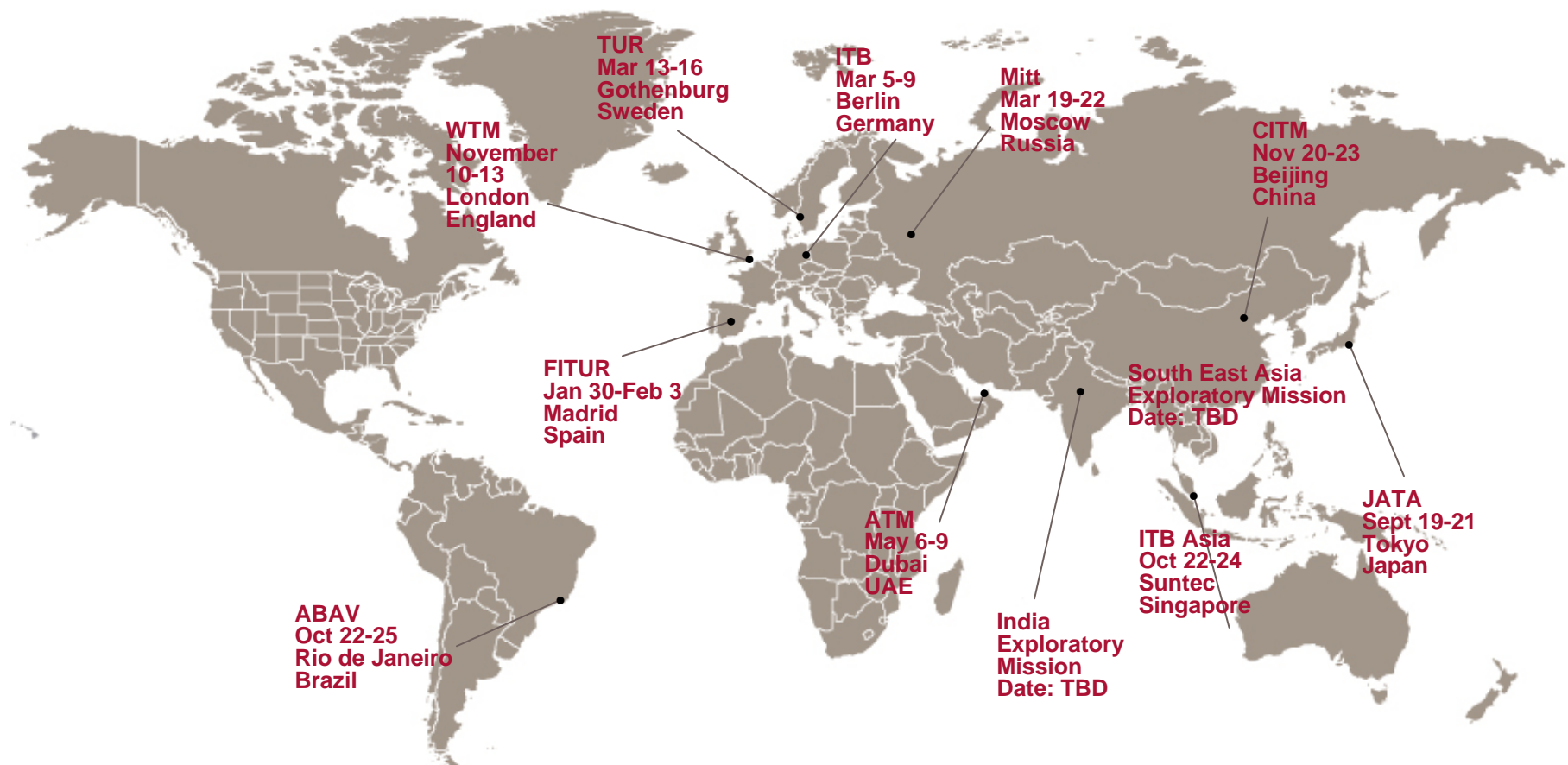
**Upgrade
Association
Events**

**Create CEO
Roundtable**

**Develop New
Platforms to
Solve
Problems**

**Coalesce
Association
Industry
Groups**

2009 U.S. Travel International- Discover America Events



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We Only Took the First Step

International Facilitation

- Visa Waiver Program
- Visa Processing
- Entry Processing
- Promotion
- IRT



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Looking Ahead: Industry Threat Matrix

International Facilitation	Domestic Facilitation	Energy and Environment	Economic, Tax and Labor	State and Local
<ul style="list-style-type: none"> • Visa Waiver Program • Visa Processing • Entry Processing • Promotion • IRT • Exit Policies • WHTI • Passports • Int'l Standards • Privacy • Landing Rights • Daylight Savings • Pandemics • Travel Taxes • In-Flight Survey 	<ul style="list-style-type: none"> • TSA • Registered Traveler • Pre-Screening • Redress • Privacy • Air Traffic Control • FAA Authorization • Highways & Bi-ways • Trans. Enhancement • Documentation • Public Lands • Heritage Corridors • Smart Skies • Online Regulations • Tourism Signage • Maritime Security • Rail Security • Terrorism Insurance 	<ul style="list-style-type: none"> • Gas Taxes • Travel Restrictions • Sustainability • Air Pollution Stand. • Carbon Usage • Energy Costs • Energy Development • Energy Rationing • Water Usage • Beach Replenish. 	<ul style="list-style-type: none"> • Immigration Reform • Minimum Wage • Work Visas • Health Care • Tax Policy • Disabilities Act • Tax Deductions • Work Opportunity • Workforce Education • Labor Regulations • Legal Reform 	<ul style="list-style-type: none"> • Taxes and Fees (non-directed) • Zoning • School Calendar • Promotion

International Travel Facilitation

- Pass the Travel Promotion Act
- Ensure Visa Waiver Program expansion
- Grow “Model Ports” program
- Launch international registered traveler program
- Ensure effective implementation of Western Hemisphere Travel Initiative (WHTI)
- Travel to U.S. as Diplomacy and Improved image of U.S.

U.S. Travel Policy Council

Recommendation:

Prioritize passage of the Travel Promotion Act above all other activities. Continue to seek opportunities to improve the entry process.



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Domestic Travel Facilitation

- Survey of domestic air travelers underway
- Working to drive need for reform in media and among opinion leaders
- Conducting outreach to airlines, airports and other key players
- Partnering with leading policy experts to “thread the needle”
- “Benefits of Travel” Campaign

Policy Council Recommendation:

Discuss the problem, commission research on the scope of the problem and lay out arguments on the need for reform rather than endorsing specific policy changes.



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Travel and the Environment

- Environmental primer to entire U.S. Travel membership
- Joint Study with American-Express on the scope of the issue, travel community best practices and the risks that travel may face
- Becoming clearinghouse of all environment related travel activities
- Ongoing development of a legislative action plan

Policy Council Recommendation:

U.S. Travel should prioritize the environmental issue throughout the organization. Explore new partnership opportunities with prominent environmental organizations.



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About DiscoverAmerica.com Development & Launch



- Developed through a cooperative partnership with the U.S. Department of Commerce and U.S. Travel Association to develop and market the “Official Travel and Tourism Website of the United States.”
- Initial launch of 6 sites to top five in-bound markets which account for 41 million visitors or approx. 75% of total inbound travel.
 - UK, Germany, Canada, Mexico and Japan
- Sites launched over a 6 week period from May 20 to July 10, 2008.
- Launch marketing of the websites included heavy emphasis on SEO, paid search, PR and online advertising.



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About DiscoverAmerica.com Partners

Travel Industry Partners:

- U.S. Department of Commerce
- DiscoverAmerica.com Advisory Council
- State Tourism Offices & Convention and Visitor Bureaus
- Visit USA Committees
- Strategic Partners:



• Content Partners:

- Google
- Weather.com
- U.S. Customs and Border Protection
- U.S. Department of State



About DiscoverAmerica.com Content

- Travel Planning - Approx 15,000 pages of translated content (available in German, French, Spanish, English and Japanese)
 - Overviews, travel articles, itineraries
 - Brochures, photos, videos
 - Attractions, restaurant and shopping listings
 - Maps, weather
 - Interactive tools
 - User generated Content
- Travel Booking
 - Travel agent and Deals Directories
 - Hotel Booking Engine
- Official Information
 - Entry requirements



Initial Results - Traffic by Market

1. US = 27%
2. Japan = 23%
3. Germany = 16%
4. Canada = 11%
5. Mexico = 10%
6. UK = 9%

